# KYW — PHILADELPHIA

DAILY PROGRAM SCHEDULE

SATURDAY, APRIL 8, 1950

| TYPE | TIME | PROGRAM | ENG. | ANN. | ST. | CL. L. | PRODUCTION OR REHEARSAL |
|---|---|---|---|---|---|---|---|
| | | GRAVES - PROGRAM SUPERVISOR - 6:00 AM to 6:30 AM | | | | | |
| NCSA | 5.59 | Opening and Weather Report | GM | GRA | G | | |
| ET | 6.00 | Morning Salute | GM | GRA | G | | Davis |
| SA | | (PRSMA Annct) | | | | | |
| SA | | (Your Druggist Annct) | | | | | |
| SA | | (Illustrated Current News Anncts) | | | | | |
| PSA | | (Esso Courtesy Annct) | | | | | |
| PSA | 6.30 | Promotion S. B. | GM | GRA | G | 6.30 | |
| ET | 6.30 | Musical Clock | GM | BEN | G | | |
| NCSA | | (Salvation Army Annct) | | | | | |
| NCSA | | (Walnut Street Easter Parade Annct) | | | | | |
| | | Weather Bureau (Approx 6.50 AM) | | Custom House, Phila, Pa. | | | |
| | | FLEETWOOD - PROGRAM SUPERVISOR - 7.00 AM to 1.00 PM | | | | | |
| PSA | 7.00 | News Annct | GM | BEN | G | | |
| PSA | 7.00 | Promotion S. B. | GM | BEN | G | | |
| ET | 7.00 | Musical Clock | GM | BEN | G | | |
| SA | | (PRSMA Annct) | | | | | |
| PSA | | (Brand Names Annct) | | | | | |
| | 7.15 | United Press News (Esso) | GM | FLT | G | | 7.00 Davis |
| ET | 7.20 | Musical Clock | GM | BEN | G | | |
| PSA | 7.30 | Promotion S. B. | GM | BEN | G | | |
| ET | 7.30 | Musical Clock | GM | BEN | G | | |
| SA | | (Seeck and Kade - Pertussin Et) | | | | | |
| NCSA | | (Salvation Army Annct) | | | | | |
| SA | | (Phillip Morris - Spud Et) | | | | | |
| SA | | (Dulaney and Sons Et) | | | | | |
| SA | | (Standard Brands - Tenderleaf Tea Et) | | | | | |
| NCSA | 7.59.30 | KYW FM Opening | LV | FLT | G | | |
| | 8.00 | KYW FM will carry all programs and announcements from KYW to 11.15 PM) | | | | | |
| PSA | 8.00 | Promotion S. B. | GM | BEN | G | | |
| ET | 8.00 | Musical Clock (Metropolitam Insurance) | GM | BEN | G | | |
| ET | 8.15 | Musical Clock | GM | BEN | G | | |
| SA | | (Colgate Palmolive Soap Et) | | | | | |
| SA | | (American Home Prods - G. Wash Et) | | | | | |
| NCSA | | (Walnut Street Easter Parade Annct) | | | | | |
| PSA | 8.30 | Promotion S. B. | GM | BEN | G | | |
| | 8.30 | News | RW | BEN | G | | |
| ET | 8.35 | Musical Clock | RW | BEN | G | | |
| NCSA | | (Easter Seals Annct) | | | | | |
| PSA | | (Esso Courtesy Annct) | | | | | |
| | | RITA WHALEN - SECRETARY - 9.00 AM to 12.00 NOON | | | | | |
| SA | 9.00 | Grocery S. B. | RW | MIL | F | 9.00 | |
| | 9.00 | Let's Visit the Zoo (ED/S) | RW | MIL | F | | 8.45 Davis |

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|---|---|---|---|---|---|---|---|
| PSA | 9.15 | Promotion S. B. | RW | MIL | F | 9.15 | |
| ET | 9.15 | Kiddies Corner | GM | BEN | A | | 9.00 Davis |
| NCSA | | (Visit the Zoo Annct) | | | | | |
| RECORD | 9.30 | PEOPLE ARE FUNNY - OFF NET - On tape | RW | | | | |
| NCSA | 9.30 | Walnut Street Easter Parade S. B. | LV | FLT | D | 9.30 | |
| | 9.30 | Once Upon a Time (ED/D) | LV | FLT | D | | 8.30 Pearce |
| | | | | | | | Engr & Anncr |
| NCSA | 10.00 | Weather Report S. B. | RW | MIL | F | 10.00 | |
| | 10.00 | FRED WARING SHOW (Minnesota Valley Canning Co) | | | | | |
| PSA | 10.30 | Promotion S. B. | RW | FLT | F | | |
| | 10.30 | MARY LEE TAYLOR (Pet Milk Co) | | | | | |
| SA | 11.00 | Your Druggist S. B. | RW | MIL | F | | |
| | 11.00 | LASSIE (John Morrell) | | | | | |
| NCSA | 11.15 | U. S. Navy S. B. | LV | MIL | F | | |
| | 11.15 | NBC STAMP CLUB | | | | | |
| WPSA | 11.30 | Westinghouse Engineer S. B. | LV | MIL | F | | |
| | 11.30 | SMILIN' ED MC CONNELL AND HIS BUSTER BROWN GROUP | | | | | |
| | | (Brown Shoe Co) (Local Tyin) | LV | MIL | F | | |
| PSA | 12.00 | Promotion S. B. | LV | MIL | F | | |
| | 12.00 | United Press News (Esso) | LV | FLT | F | | 11.45 Davis |
| NCSA | 12.05 | Salvation Army S. B. | GG | MIL | G | 12.05 | |
| ET | 12.05 | Music at Midday | GG | MIL | G | | 11.30 Pearce |
| NCSA | | (Census Annct) | | | | | |
| PSA | | (Esso Courtesy Annct) | | | | | |
| PSA | 12.30 | Promotion S. B. | GG | FLT | G | 12.30 | |
| ETT | 12.30 | PEOPLE ARE FUNNY (Delayed Broadcast) | SG/LV | FLT | F | | |
| | | (Brown and Williamson) | | | | | |
| | | MILLERAND - PROGRAM SUPERVISOR - 1.00 to 4.00 PM | | | | | |
| SA | 1.00 | Your Druggist S. B. | SG | MIL | F | 1.00 | |
| | 1.00 | NATIONAL FARM AND HOME HOUR (Allis Chalmers Mfg. Co) | | | | | |
| PSA | 1.30 | Promotion S. B. | SG | MIL | F | | |
| ET | 1.30 | Bob and Kay on the Sunny Side | GG | BEN/KAY | A | | |
| PSA | | (Promotion Announcements) | | | | | |
| PSA | | (Esso Courtesy Annct) | | | | | |
| NCSA | 2.00 | 1950 Cancer Drive S. B. | GG | BEN | A | 2.00 | |
| ET | 2.00 | Bob and Kay on the Sunny Side (to 5.30 PM) | BEN/KAY | | A | | |
| NCSA | | (Salvation Army Annct) | | | | | |
| NCSA | | (Easter Seals Annct) | | | | | |
| WPSA | | (Westinghouse Engineer Annct) | | | | | |
| NCSA | | (Walnut Street Easter Parade Annct) | | | | | |
| | | 1.30 - 3.30 | GG | | | | |
| | | 3.30 - 4.30 | LV | | | | |
| | | 4.30 - 5.30 | BR | | | | |
| | | FRANKLIN - PROGRAM SUPERVISOR - 4.00 PM to 11.00 PM | | | | | |
| WPSA | 5.30 | Westinghouse Engineer S. B. | CD | TOM | F | | |
| | 5.30 | ROCKEFELLER CHOIRISTERS | | | | | |
| NCSA | 5.45 | Walnut Street Easter Parade S. B. | CD | TOM | F | | |
| | 5.45 | CONFIDENTIAL CLOSE-UPS (Animal Foundation, Inc) | | | | | |
| PSA | 6.00 | Warner Bros.-Third Man (Et & Tyin) S.B. | CD | MIL | F | | |
| | 6.00 | United Press News (Esso) | CD | JON | F | | 5.45 Davis |

| TYPE | TIME | PROGRAM | ENG. | ANN. | ST. | CL. L. | PRODUCTION OR REHEARSAL |
|---|---|---|---|---|---|---|---|
| PSA | 6.05 | Bob Wilson Courtesy | CD | JON | F | | |
| SA | 6.05 | R. J. Reynolds Et S. B. | CD | MIL | F | 6.05 | |
| | 6.05 | Bob Wilson - News | CD | MIL | F | | 5.45 Davis |
| SA | 6.15 | Oldsmobile Et S. B. | CD | MIL | F | 6.15 | |
| | 6.15 | Tom Rodgers - Sports | CD | TOM | F | 6.20 | Davis |
| | 6.20 | Norfolk Four | BR | JON | D | | 6.00 Pearce<br>6.10 Engr |
| PSA | 6.30 | Promotion S. B. | BR | JON | D | 6.30 | |
| | 6.30 | NBC SYMPHONY (to 7.45 PM)<br>(Station identification Apprx 7.00 PM) | | | | | |
| SA | 7.45 | Breyers Et S. B. - Tyin | CD | JON | F | | |
| | 7.45 | SCIENCE REVIEW | | | | | |
| SA | 8.00 | Time (Bulova) | CD | JON | F | | |
| | 8.00 | DIMENSION "X" | | | | | |
| SA | 8.30 | Brown and Williamson - Kools S. B. | CD | TOM | F | | |
| | 8.30 | TRUTH OR CONSEQUENCES (P & G) | | | | | |
| SA | 9.00 | Emerson Drug - Bromo Seltzer Et S. B. | BR | JON | F | | |
| | 9.00 | YOUR HIT PARADE (American Tobacco Co) | | | | | |
| SA | 9.30 | Crosley - Shelvador Et S. B. | BR | TOM | F | | |
| | 9.30 | DENNIS DAY (Colgate-Palmolive-Peet Co) | | | | | |
| SA | 10.00 | Breyers Et S. B. - Tyin | BR | JON | F | | |
| | 10.00 | THE JUDY CANOVA SHOW (Colgate-Palmolive-Peet Co) | | | | | |
| SA | 10.30 | Warner Bros. - Third Man (Et & Tyin SB | BR | TOM | F | | |
| | 10.30 | GRAND OLE OPRY (R. J. Reynolds) | | | | | |
| | | RODGERS - PROGRAM SUPERVISOR - 11.00 PM to 1.05 AM | | | | | |
| PSA | 11.00 | Promotion S. B. | BR | JON | F | | |
| | 11.00 | United Press News (Esso) | BR | TOM | F | | 10.45 Davis |
| PSA | 11.05 | Bob Wilson Courtesy | BR | TOM | F | | |
| PSA | 11.05 | Esso Courtesy Annct | BR | TOM | F | 11.05 | |
| | 11.05 | Bob Wilson - News (Jacoby-Bender Co) | BR | JON | F | | |
| PSA | 11.15 | Brand Names S. B. | BR | TOM | F | 11.15 | |
| NCSA | 11.15 | KYW FM Signoff | BR | JON | F | | |
| | 11.15 | SONGS BY MORTON DOWNEY (Coca Cola Bottling Co) | | | | | |
| PSA | 11.30 | Promotion S. B. | BR | JON | G | | |
| | 11.30 | The Tom Rodgers Show | BR | TOM | G | | |
| SA | | (Illustrated Current News Anncts) | | | | | |
| PSA | | (Esso Courtesy Annct) | | | | | |
| NCSA | | (U. S. Army Recruiting Et) | | | | | |
| PSA | 12.00 | Promotion S. B. | BR | TOM | G | 12.00 | |
| ET | 12.00 | The Kay Wylie Show | BR | KAY | G | 12.30 | |
| PSA | | (Esso Courtesy Annct) | | | | | |
| NCSA | | (Walnut Street Easter Parade Annct) | | | | | |
| SA | 12.55 | PRSMA S. B. | BR | TOM | G | | |
| | 12.55 | NEWS | | | | | |
| NCSA | 1.00 | Signoff | CD | TOM | F | | |

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|---|---|---|---|---|---|---|---|

EMERGENCY SHEET

| | | | |
|---|---|---|---|
| 8.00 | NOT AVAIL TO KYW | 11.00 | NEWS |
| 9.00 | MIND YOUR MANNERS | 11.15 | SPECIAL REPORT |
| 9.30 | COFFEE IN WASHINGTON | 11.30 | CHEZ PAREE |
| 12.00 | NEWS | 12.00 | NEWS |
| 12.15 | PUBLIC AFFAIRS | 12.05 | HOTEL STATLER ORCH. |
| 12.30 | PORTLAND SYMPHONY CHOIR | 12.30 | ABBIE ALBERT ORCHESTRA |
| 1.30 | ADVENTURES OF ARCHIE ANDREWS | 12.45 | VILLAGE BARN ORCHESTRA |
| 2.00 | RECOVERY STORY | | |
| 2.30 | TBA | | |
| 2.45 | TBA | | |
| 3.00 | PIONEERS OF MUSIC (to 4.00 PM) | | |
| 4.00 | LIVING 1950 | | |
| 4.30 | MATINEE AT THE MEADOWBROOK | | |
| 5.00 | SLIM BRYANT & HIS WILDCATS | | |
| 6.00 | NEWS SUMMARY | | |
| 6.15 | RELIGION IN THE NEWS | | |

ANNOUNCERS DUTY SCHEDULE

| ANNCR: | START | FINISH | LUNCH HOUR |
|---|---|---|---|
| Fleetwood | 7.00 am | 4.00 pm | 10.30 - 11.30 am |
| Millerand | 8.45 am | 6.15 pm | 1.30 - 2.30 pm |
| Franklin | 2.30 pm | 11.30 pm | 6.30 - 7.30 pm |
| Rodgers | 4.05 pm | 1.05 am | 4.05 - 5.05 pm |

DAY OFF: Gans,
Graves

| TYPE | TIME | PROGRAM | ENG. | ANN. | ST. | CL. L. | PRODUCTION OR REHEARSAL |
|---|---|---|---|---|---|---|---|
| | | TECHNICIAN ASSIGNMENTS F/G | | | | | |
| | AM | 5.00 - 8.30 | GM | | | | |
| | | 8.30 -11.00 | RW | | | | |
| | | 11.00 -12.30 | LV | | | | |
| | PM | 12.30- 3.30 | SG | | | | |
| | | 3.30- 5.00 | RW | | | | |
| | | 5.00 - 9.00 | CD | | | | |
| | | 9.00 -11.15 | BR | | | | |
| | | 11.15- Signoff | CD | | | | |
| | | TECHNICIAN ASSIGNMENTS FM XMTR | | | | | |
| | AM | 7.00 - 11.30 | RN | | | | |
| | | 11.30 - 12.30 | AP | | | | |
| | PM | 12.30 - 4.00 | RN | | | | |
| | | 4.00 - 8.00 | HB | | | | |
| | | 8.00 - 9.00 | SG | | | | |
| | | 9.00 - 1.00 | HB | | | | |
| | | ANNOUNCERS STANDBY ASSIGNMENTS | | | | | |
| | AM | 6.30 - 9.00 | | BEN | | | |
| | | 10.00 - 10.30 | | FLT | | | |
| | | 10.30 - 11.30 | | MIL | | | |
| | | 11.30 - 12.00 Noon | | FLT | | | |
| | PM | 1.00 - 1.30 | | MIL | | | |
| | | 1.30 - 2.30 | | FLT | | | |
| | | 2.30 - 3.00 | | JON | | | |
| | | 3.00 - 3.30 | | MIL | | | |
| | | 3.30 - 4.00 | | FLT | | | |
| | | 4.00 - 5.05 | | JON | | | |
| | | 5.05 - 5.45 | | TOM | | | |
| | | 5.45 - 6.00 | | MIL | | | |
| | | 6.30 - 7.30 | | TOM | | | |
| | | 7.30 - 8.00 | | JON | | | |
| | | 8.00 - 8.30 | | TOM | | | |
| | | 8.30 - 9.00 | | JON | | | |
| | | 9.00 - 9.30 | | TOM | | | |
| | | 9.30 -10.00 | | JON | | | |
| | | 10.00 - 10.30 | | TOM | | | |
| | | 10.30 - 11.00 | | JON | | | |
| | | 11.15 - 11.30 | | JON | | | |
| | AM | 12.55 - 1.05 | | TOM | | | |